

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KUTV-TV Salt Lake City-Ogden

Date:

9/12/2012

I, Media Strategies and Research,being/on behalf of: Jim Matheson, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Congressin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 17, 2012			Sunday, September 23, 2012		

Total Charges: \$38,650.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 12, 201

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADV. SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1371802

Schedule Dates

09/17/12-09/23/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

September 17 2012 through September 23 2012 (

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

11953

Account Types

Local/Spot Agency BRD

Billing Type

Standard

Comments

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Chantrayce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,797.50

Net Total \$32,852.50

Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Sep. 2012	58	\$38,650.00
Grand Total:	58	\$38,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/17/12-09/21/12	1	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		9/12/12
2.0	Normal Line / News	09/17/12-09/21/12	1	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$350.00	\$1,750.00	Salt Lake City (KUTV)		9/12/12
3.0	Normal Line / News	09/17/12-09/21/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		9/12/12
4.0	Normal Line / SPOT	09/17/12-09/21/12	1	:30	8A- CBS-This Morning (New Title)	1	2	1	1	1	2			7	\$300.00	\$2,100.00	Salt Lake City (KUTV)		9/12/12
5.0	Normal Line / News	09/20/12-09/20/12	1	:30	12P- News-2 News at Noon					1				1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/12/12
6.0	Normal Line / SPOT	09/18/12-09/18/12	1	:30	1P- News-Fresh Living		1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		9/12/12
7.0	Normal Line / SPOT	09/17/12-09/21/12	5	:30	3P- Ricki Lake	1	1	1	1	1	1			4	\$125.00	\$500.00	Salt Lake City (KUTV)		9/12/12
8.0	Normal Line / News	09/17/12-09/21/12	1	:30	4P- News-2 News at 4p	1	1	1	1	1	1			5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		9/12/12
9.0	Normal Line / News	09/17/12-09/21/12	1	:30	4:30P- News-2 News at 430p	1	1	1	1	1	1			5	\$500.00	\$2,500.00	Salt Lake City (KUTV)		9/12/12
10.0	Normal Line / News	09/17/12-09/21/12	1	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		9/12/12
11.0	Normal Line / News	09/17/12-09/21/12	1	:30	6P- News-2 News at 6p	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)		9/12/12
12.0	Normal Line / News	09/23/12-09/23/12	1	:30	5P- News-2 News at 5p								1	1	\$800.00	\$800.00	Salt Lake City (KUTV)		9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

PAYMENT RECEIVED

9/13/12



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1371802

Schedule Dates

09/17/12-09/23/12

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Henderson, Kristen (2948)

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CPE

Local/Spot Agency BRD

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Standard

Billing Type

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Date Entered 09/12/12
Last Modified 09/12/12
Entered By Chantryce Diehl
CO-OP No
Headline #
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,797.50
Net Total \$32,852.50
Sales Tax

Salt Lake City (KUTV)

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13.0	Normal Line / News	09/17/12-09/21/12	1	:30	10P- News-2 News at 10p	1	1	1	1	1	1			5	\$2,500.00	\$12,500.00	Salt Lake City (KUTV)		9/12/12
14.0	Normal Line / News	09/22/12-09/22/12	3	:30	10P- News-2 News at 10p							1		1	\$650.00	\$650.00	Salt Lake City (KUTV)		9/12/12
15.0	Normal Line / News	09/23/12-09/23/12	3	:30	10P- News-2 News at 10p								1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/12/12
16.0	Normal Line / SPOT	09/17/12-09/19/12	1	:30	10:35P- CBS-The David Letterman Show	1	1	1	1					2	\$600.00	\$1,200.00	Salt Lake City (KUTV)		9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID

11953

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KUTV 5a News	EM	M-F		\$200.00	1	1	1	1	1			5
5:00 AM 5:30 AM		30		\$1,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5:30a News	EM	M-F		\$350.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30		\$1,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F		\$550.00	1	1	1	1	1			5
6:00 AM 8:00 AM		30		\$2,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F		\$300.00	1	2	1	1	2			7
8:00 AM 9:00 AM		30		\$2,100.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT	M-F		\$300.00				1				1
12:00 PM 1:00 PM		30		\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Fresh Living	DT	M-F		\$200.00		1						1
1:00 PM 1:30 PM		30		\$200.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Ricki Lake	EF	M-F		\$125.00	1		1	1	1			4
3:00 PM 4:00 PM		30		\$500.00								
KUTV 4p News	EN	M-F		\$400.00	1	1	1	1	1			5
4:00 PM 4:30 PM		30		\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 4:30p News	EN	M-F		\$500.00	1	1	1	1	1			5
4:30 PM 5:00 PM		30		\$2,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5p News	EN	M-F		\$900.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		\$4,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F		\$1,000.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30		\$5,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Sunday 5p News	EN	Su		\$800.00							1	1
5:00 PM 6:00 PM		30		\$800.00								
Sold out at LUR per KUTV. Move to L1 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/12/2012 3:17:28 PM

KUTV-TV

Page 1 of 2



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

11953

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KUTV 10p News	LN	M-F		\$2,500.00	1	1	1	1	1			5
10:00 PM 10:35 PM			30	\$12,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Saturday 10p News	LN	Sa		\$650.00						1		1
10:00 PM 10:35 PM			30	\$650.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Sunday 10p News	LN	Su		\$900.00							1	1
10:00 PM 10:35 PM			30	\$900.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Letterman	LF	M-F		\$600.00	1		1					2
10:35 PM 11:35 PM			30	\$1,200.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Station Gross Totals				\$38,650.00	11	11	11	11	11	1	2	58

Suzanne Collins

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KUTV-TV

Page 2 of 2

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Station Order

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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$80.00 \$400.00	200 1	1	1	1	1			5
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$135.00 \$675.00	350 1	1	1	1	1			5
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F 30	\$250.00 \$1,250.00	550 1	1	1	1	1			5
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30	\$115.00 \$575.00	300 1	1	1	1	1			5
*Price is Right 9:00 AM 10:00 AM	DT	M-F 30	\$250.00 \$250.00	700				1			1
PROGRAM AIRS 11A-12PM											
*Lets Make a Deal 11:00 AM 12:00 PM	DT	M-F 30	\$110.00 \$110.00	300 1							1
PROGRAM AIRS 9A-10A											
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F 30	\$120.00 \$120.00	300			1				1
Fresh Living 1:00 PM 1:30 PM	DT	M-F 30	\$70.00 \$70.00	200	1						1
Ricki Lake 3:00 PM 4:00 PM	EF	M-F 30	\$200.00 \$800.00	125 1		1	1	1			4
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$135.00 \$675.00	400 1	1	1	1	1			5
KUTV 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$150.00 \$750.00	500 1	1	1	1	1			5
KUTV 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$360.00 \$1,800.00	900 1	1	1	1	1			5

Suzanne Collins
Media Strategies and Research
 1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/12/2012 9:23:12 AM

KUTV-TV

Page 1 of 2

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Station Order Matheson for Congress 2012

Market: Salt Lake City-Ogden

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KUTV 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$360.00 \$1,800.00	1000 1	1	1	1	1			5
Sunday 5p News 5:00 PM 6:00 PM	EN	Su 30	\$225.00 \$225.00	800						1	1
Ent Tonight 6:30 PM 7:00 PM	PA	M-F 30	\$425.00 \$850.00	1100	1			1			2
Survivor 7:00 PM 8:00 PM	PT	W 30	\$1,250.00 \$1,250.00	3200		1					1
KUTV 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$1,100.00 \$5,500.00	2500 1	1	1	1	1			5
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$600.00 \$600.00	650					1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$850.00 \$850.00	900						1	1
Letterman 10:35 PM 11:35 PM	LF	M-F 30	\$275.00 \$275.00	600	1						1
Station Gross Totals			\$18,825.00	11	12	11	11	12	1	2	60

Suzanne Collins
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1580 Lincoln Street, Suite 510, Denver, CO 80203

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KUTV-TV

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